


1983
Best of all...
it's a Cadillac



Cadillac



Seville

It is without question Cadillac's finest . . . one of the world's great cars. A car for those who choose to go first class all the way. With styling that is imitated but never equalled. Seville is truly an American standard for the world. Elegant. Distinctive. Superbly crafted. With almost every luxury feature, standard.  Seville is shown in Hatteras Blue.



Eldorado

Here is the finest expression ever of the Eldorado idea . . . Eldorado 1983. It combines sportiness and comfort with a style that can make you forget for the moment that this is also one of the world's best engineered cars. With front-wheel drive, four-wheel disc brakes, Digital Fuel Injection and more.



Eldorado is shown in Royal Maroon.



The Fleetwood Broughams

Beauty and elegance abound in the Fleetwood Brougham Coupe and Sedan for 1983. Almost any feature you might desire in a car is standard. From an illuminated entry system to a digital outside temperature display. Styling accents that set the Fleetwood Broughams apart are the limousine-style rear window treatment and familiar stand-up wreath and crest on the hood. Fleetwood Brougham Sedan is shown in available Midnight Blue Firemist with matching

Elk Grain




vinyl roof.



The DeVilles

One look . . . one demonstration drive . . . will tell you. Coupe and Sedan de Ville are destined to be America's favorite luxury cars again. The ride is smoother, quieter and more enjoyable.

The engine—as with all 1983 Cadillacs with HT 4100 DFI—has more horsepower and torque for better “off-the-line” performance than last year. And, there's a refined new grille and distinctive new tail lamps for '83. Coupe de Ville is shown in available Briar Firemist with matching Elk Grain  Cabriolet vinyl roof.

Special Editions for 1983

Seville Elegante

This is a very special edition of Cadillac's finest. A tasteful two-tone color combination traverses the side of the car in a French curve design.

"Elegante" script graces the sail panels. And tucked leather seating areas, leather-wrapped steering wheel and leather-topped front console complement the chosen exterior. Shown is Briar Firemist over Briar Brown.



Eldorado Biarritz

Outside, this Eldorado "dream machine" for 1983 features a brushed stainless steel roof cap, wire wheel covers, opera lamps and "Biarritz" script on the sail panels. Inside, tufted pillow-style seating and steering wheel are tailored in rich

Sierra Grain leather. Eldorado Biarritz is shown in Cotillion White with a matching Elk Grain Cabriole vinyl roof.



Eldorado Touring Coupe

Created for the person who loves to drive, Eldorado TC has a firm "feel-the-road" responsiveness. Large diameter stabilizer bars. Reclining leather-faced bucket seats with lumbar and lateral support. Large

P225/70R15 steel-belted blackwall radial tires. (Tire chains should not be used with these tires. Their use may cause damage to your car.) And more. Including a special cloisonné medallion on the hood. Available in two colors: Sonora Saddle Firemist and Sable Black, shown.





Full Cabriolet Roofs for Seville and Eldorado.

This dramatic treatment recaptures the dash and flair of the classic Cadillac convertibles. The simulated convertible roof design appears authentic in virtually every detail—from the canvas-look fabric to the welted seams. It is available in four colors: Black, Dark Blue, Dark Briar Brown (shown on Seville with Woodland Haze exterior) and White (shown on Eldorado with Balboa Blue exterior).



d'Elegance for De Villes and Fleetwood Broughams.

The d'Elegance option includes special trim design, deluxe carpeting and mats, 50/50 Dual Comfort front seating (seats three) and more. Pillow-style seating of Venetian velvet is shown for De Villes, left. Fleetwood Broughams have tufted seating of Heather cloth, right.



Cabriolet

This handsome roof treatment of Elk Grain vinyl, matching the car's exterior color, is standard on the Fleetwood Brougham Coupe. It features a gleaming crossover roof molding. A similar treatment is available for Coupe de Ville, shown.

Power Systems for 1983

HT 4100

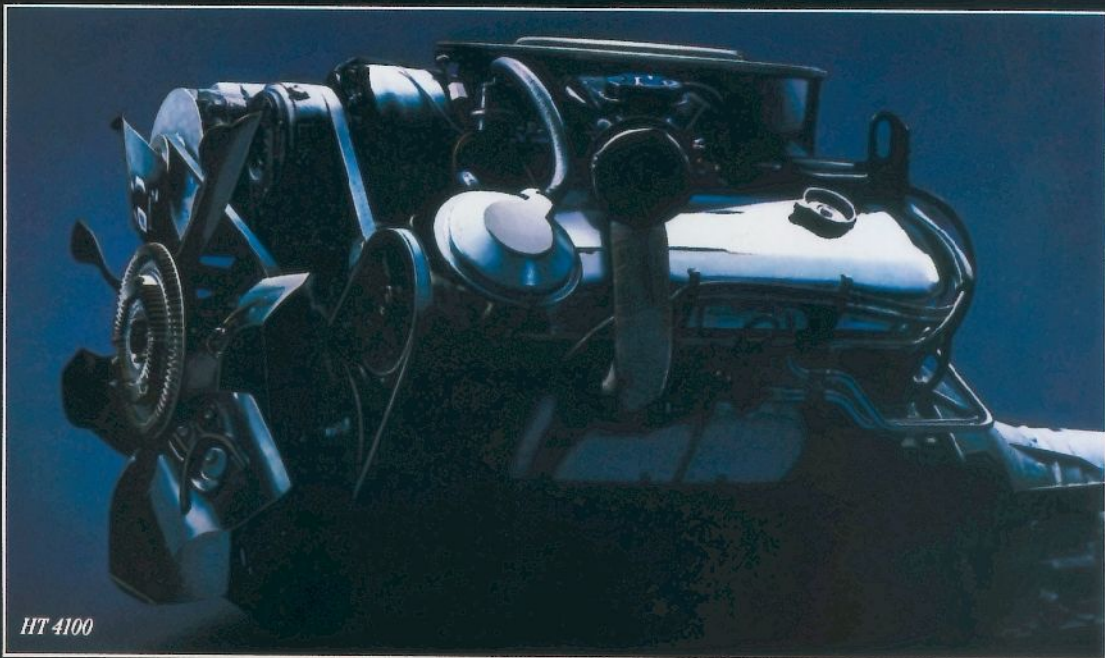
It could well be the most sophisticated drivetrain on any car in production today. HT 4100 incorporates everything from a 4-speed overdrive transmission to fast-burn combustion technology. Plus, it has 10 more horsepower and 10 foot-pounds more torque than last year, for improved performance. Some of the features incorporated in the HT 4100 power system include:

- 90° V8 design for balance, power.
- Digital Fuel Injection for smooth idle and starting ease.
- Automatic Overdrive for reduced engine speed, engine noise and fuel used.
- On-Board Computer Diagnostics for simplified servicing.
- "Fuel Used" readout to help you find the most efficient route.

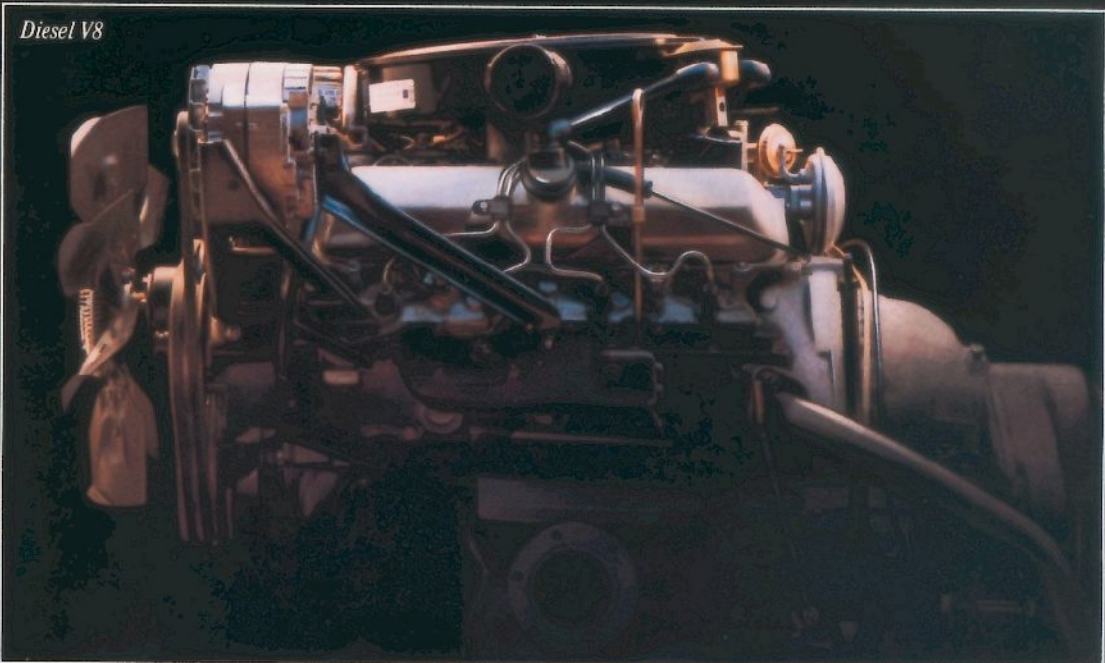
Diesel V8

Of all the car makes in the world, only one offers the choice between a fuel-injected gasoline V8 engine and an available diesel-powered V8. Only Cadillac. Complete with glow plugs, dual batteries, engine block heater and fuel-line heater, the Diesel V8 for Cadillac is designed for fast cold weather starting. And, like the HT 4100, it features a four-speed automatic overdrive transmission for reduced engine rpm at highway speeds.

A WORD ABOUT ENGINES:
Some Cadillacs are equipped with engines produced by other GM divisions, subsidiaries or affiliated companies worldwide.
See your dealer for details.



HT 4100



Diesel V8

Sound Systems for 1983



1. Electronically Tuned AM/FM Stereo Radio (ETR).



2. ETR AM/FM Stereo Radio with 8-Track Tape Player.



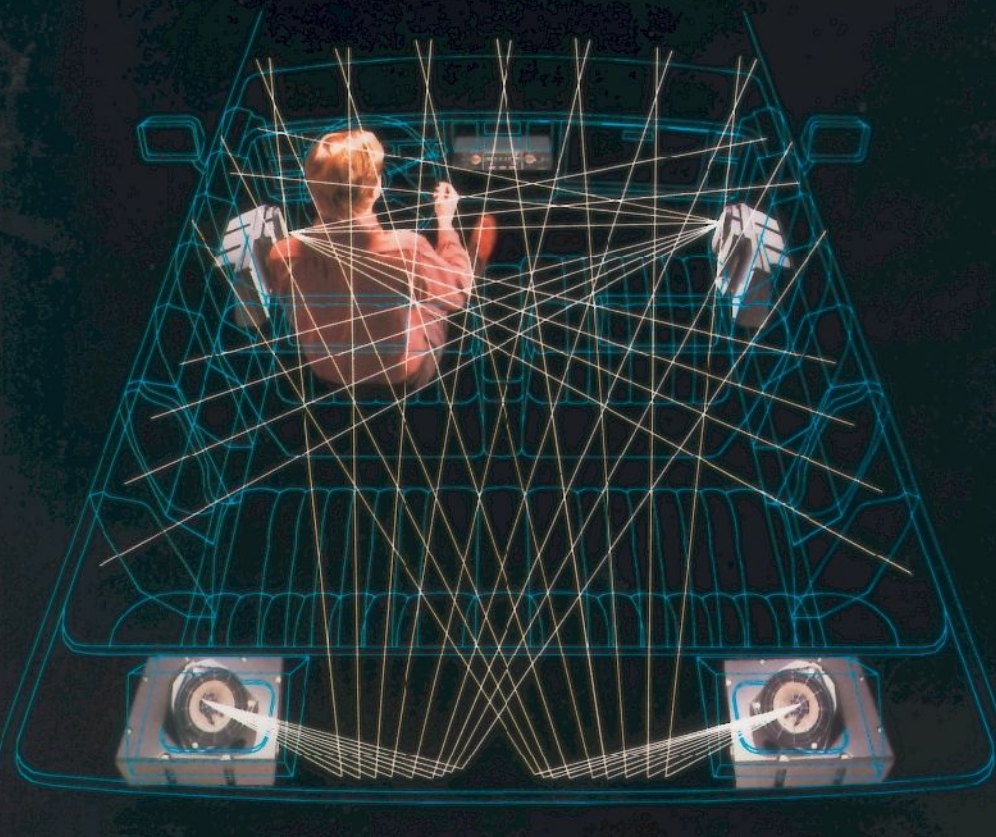
3. ETR AM/FM Stereo Radio with Cassette Player and Built-in CB.



4. Symphony Sound System.



5. Delco-GM/Bose Symphony Sound System.



1. Electronically Tuned AM/FM Stereo Radio (ETR).

Standard on all 1983 Cadillacs described within. It features electronic tuning, digital display of time or radio frequency, signal seeking and scanning, bass and treble slide controls, front/rear fader control and a crystal-controlled frequency synthesizer for drift-free reception.

2. ETR AM/FM Stereo Radio with 8-Track Tape Player.

All the features of the base radio, plus extended frequency range rear speakers and integral 8-track player.

3. ETR AM/FM Stereo Radio with Cassette Player and Built-in CB.

All the features of the base radio, plus a cassette player with auto reverse, 40-channel CB with Tri-Band antenna and extended range rear speakers.

4. Symphony Sound System.

All the features of the base radio, plus an integral cassette player, DNR (Dynamic Noise Reduction), full-time loudness control, sound equalization and extended range rear speakers.

5. Delco-GM/Bose Symphony Sound System.

Eldorado and Seville only. An automotive sound system far superior to most home units, the Delco-GM/Bose Sound System features four separate 25-watt amplifiers and speakers, each in their own special enclosures. These units distribute sound waves in a carefully calculated pattern that utilizes reflections off the windows and interior to create a sound so realistic, it doesn't seem to come from the speakers at all.

Features included are:
 Integral Cassette Player
 Dynamic Noise Reduction (DNR)
 Dolby Noise Reduction (Dolby)
 Tape Equalization
 Auto Reverse
 Full-Time Loudness Control

What makes a Cadillac a Cadillac?

It can be summed up in a single word: excellence. For over 80 years the Cadillac name has stood for excellence in its many forms. Innovative engineering. Solid comfort. Quality that endures. The Cadillac name has become a synonym for integrity. And, in doing so, the Cadillac wreath and crest has become a symbol of excellence the world over.





In 1983, the pursuit of excellence continues. You can see it in the subtle refinements of the Cadillac grille. Hear it in the clean, full sound of Cadillac's radios. Feel it in the smooth, quiet Cadillac ride. Telltale traces of the quest for perfection are in evidence throughout the 1983 Cadillacs.

Freedom from inconvenience. Cadillac owners know. When you purchase a Cadillac, you get a lot more than just a car . . . you get the Cadillac service network. More than 1500 Cadillac dealerships coast to coast, dedicated to the fast, accurate and courteous handling of your needs. Whether you bought your Cadillac at that dealership or not. When you bring your car into a Cadillac dealership, you get experienced workmanship from the service technicians. Specialists who know their Cadillacs inside and out. You get the correct parts for your Cadillac. And, you get the Cadillac commitment to excellence all along the line.

That unmistakable style. One look, and you know it's a Cadillac. The strong, clean lines. The bold cross-hatch grille. The richly appointed interiors. The classic script insignia. There's never any doubt about what a Cadillac is . . . or what it represents.



That undeniable ride. One ride, and you know it's a Cadillac. It's everything you expect it to be: smooth as silk, even, controlled. Somewhere between the tires and you, bumps disappear and holes get filled. Specially designed acoustical insulation surrounds and isolates the passenger compartment from road and engine noise.

Roominess and comfort. While a Cadillac is very much a pleasure to drive, it is also a pleasure to ride in. Six-footers will find ample leg and headroom in a Cadillac. And a Cadillac trunk can hold as much as seven pieces of luggage.

The luxury of choice. Only one U.S. luxury car make offers you smooth V8 power in fuel-injected gasoline or available Diesel power. Only one offers you a selection of two available suspensions, four available radios and a minimum of 22 available exterior paint combinations. Only Cadillac.



Quality that endures. The 1983 Cadillacs have extensive anti-corrosion protection. Over 100 areas are specially treated. The bodies are constructed with extensive use of anti-corrosive metals. Paint is applied in an electron-charged dip that bonds paint and metal together with a magnetic-like adhesion. Doors and deck lid flanges are sealed with Plastisol. Critical metal-to-metal contact points are protected with gaskets and bi-metal moldings. Even the bumpers are specially plated with three types of metal (copper, nickel and chrome) to protect against corrosion.

The pride of ownership. It comes from knowing you made the right choice. That the luxury car you drive is one of the

most advanced automobiles on the road. And one of the most respected. That is why Cadillac has traditionally been a leader in repeat ownership. And owner loyalty is one reason why Cadillac has been America's favorite luxury car for 35 consecutive years.

Those Cadillac Touches



But what really makes a Cadillac a Cadillac are those extra touches. Those little things that can mean so much.

Center armrests both front and rear. Especially appreciated on a long drive.

An Electronic Climate Control that adjusts to a single degree. Cadillac's standard heating and cooling system has one of the largest capacities of any car in the world. Fast and efficient, it is adjustable in increments as small as one degree.



It also features an exclusive outside temperature display, with a push of a button.

Tastefully elegant courtesy lights that cast a warm, welcome glow when you open the door . . . go off when you close the door.

A parking brake you'll never leave engaged. You don't have to worry about this parking brake. It automatically disengages when you start the car and shift into reverse or drive.

Handsome door handles and assist straps. Little things . . . but they don't go unnoticed in a Cadillac.

A generous supply of lighters. Wherever you sit in a Cadillac, there's one nearby.



Front seatback map pockets. You'll use them for almost everything. Even maps.

Inside hood release. You determine when the hood goes up. Another touch: an underhood light.

Color-keyed litter container. For your convenience.

Soft Ray tinted glass. To cut the glare and heat without blocking the view.



A digital clock. Accurate and reliable. Even with the key turned off you can tell the time by simply pushing the volume control knob.

A smartly carpeted trunk area . . . to give this important compartment a clean, tailored appearance.

And one of the nicest touches of all . . . In a Cadillac, pleasant sounding chimes and tones courteously remind you to buckle up . . . turn off the lights . . . or take the key. No annoying buzzers here. "Let's Get It Together . . . Buckle Up"



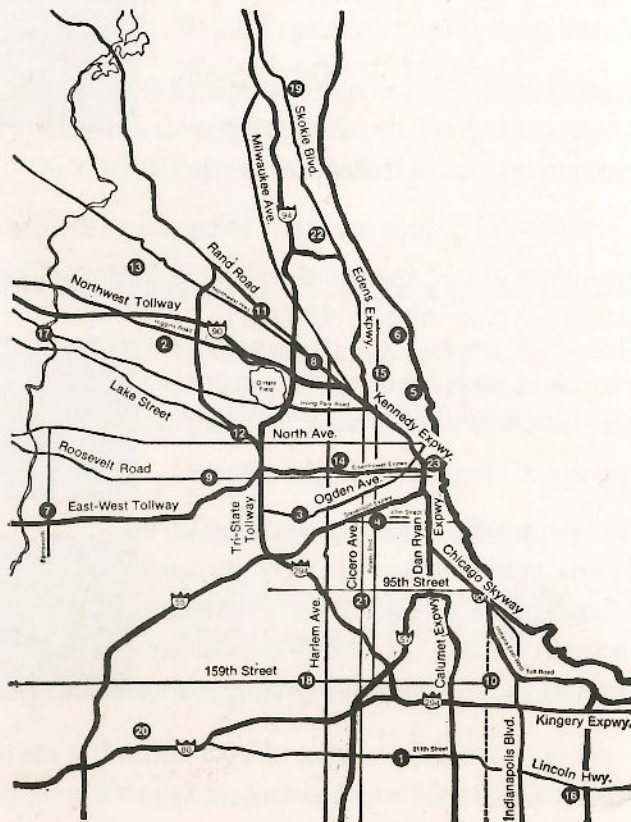
The Cadillac Commitment



We believe that when you buy or lease a Cadillac, you deserve to be treated like a Cadillac owner. And when you take your car in for service, you have the right to expect the type of consideration traditionally reserved for Cadillac owners. We intend to keep that tradition alive.

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| 1 Arnie Bauer Cadillac
561 West 14th Street
Chicago Heights
Telephone 481-4700 | 13 Mancuso Cadillac
1445 South Barrington Road
Barrington
Telephone 381-7900 |
| 2 Patrick Cadillac
526 Mall Drive
Schaumburg
Telephone 843-4000 | 14 Marolf Cadillac
711 Madison
Oak Park
Telephone 848-7600 |
| 3 Cullerton Cadillac
9450 Ogden Avenue
Brookfield
Telephone 485-1070 | 15 Village Cadillac
6747 Lincoln Avenue
Lincolnwood
Telephone 675-8300 |
| 4 Emil Denmark Cadillac
4646 South Pulaski
Chicago
Telephone 847-5005 | 16 Olsen Cadillac
2929 W. Lincoln Hwy.
Merrillville, IN
Telephone (219) 738-1900 |
| 5 Fanning Cadillac
5201 North Broadway
Chicago
Telephone 989-2000 | 17 John Reeves Cadillac
174 South Grove Avenue
Elgin
Telephone 695-3400 |

Chicagoland Cadillac Dealers



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| 6 Fields Cadillac
1930 Ridge Avenue
Evanston
Telephone 273-3600 | 18 Al Johnson Cadillac
8425 West 159th Street
Tinley Park
Telephone 429-6600 |
| 7 Town & Country Cadillac, Inc.
2500 N. Farnsworth Avenue
Aurora
Telephone 851-7400 | 19 Lake Shore Cadillac
500 North Green Bay Road
Waukegan
Telephone 662-7900 |
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200 North Northwest Highway
Park Ridge
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Joliet
Telephone 744-2760 |
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Telephone 629-3300 | 21 Frank Shirey Cadillac
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Telephone 636-6600 |
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Hammond, IN
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Northbrook
Telephone 835-4090 |
| 11 Francis Cadillac, Inc.
333 West Rand Road
Mount Prospect
Telephone 392-7400 | 23 Hanley Dawson Cadillac Co.
630 North Rush Street
Chicago
Telephone 440-7500 |
| 12 Maloney Cadillac
500 West Lake Street
Elmhurst
Telephone 279-5000 | |